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СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
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ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО
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PATRIOTIC SLOGANS IN SUMY COMMERCIAL ADVERTISING

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Advertising text effectively sells the product or service. A catchy slogan motivates consumers to future purchase. Moreover, successful slogan will always be on everyone's lips or even will transform into an aphorism.

Encouraging customers is categorical and expressive in advertising slogans of our city. Rarely it is based on the specific advantages of product, but rather on emotions. Slogans often relate their significance to the national, family, financial, spiritual, youth and European values. It should be said that, nowadays the factors of national and European values have become dominant in commercial advertising slogans of Sumy.

The importance of manufacturing country has been increased for Ukrainian consumers. So, the current trend is to highlight that the product is of Ukrainian origin. In addition to this, we can see that it is extremely popular to indicate the origin of product in slogans. Especially it concerns so called home-made commodities. For example, the external advertising of toilet paper «Ruta» focuses on exceptional tenderness of their product, the slogan says: «Ніжне, бо рідне» (English variant – “Soft, because native”). The watchword is «Час купувати українське» (English variant – “Time to buy Ukrainian”).

Outdoor advertising of «EKOMarket» appeals to «Купуй українське!» (English variant – “Buy Ukrainian!”). On the poster the branches and flowers are schematically depicted, the style of this picture imitates «petrykivka». The dominant colors of advertisement are blue (writing and drawings), and yellow (background of commercial). In the slogan «EKOMarket» used direct appeal to the patriotism of consumers. As well as the notion of a patriotism includes love and respect to everything that is somehow connected with the homeland. [1]

Furthermore, V. A. Minakov believes that a broader concept to the concept of patriotism is love and loyalty. He defines patriotism as «awareness of the subject his own love, devotion to the motherland, which is based on the image of a fair, acceptable to the majority of the motherland population and activity which is directed

on preservation and progressive development of the motherland» [2]. Therefore, both advertising that we have analysed appeal to patriotism in their slogans.

Another example of patriotic slogan is the slogan from «Semki»: «Живи жовто-блакитно!» (English variant – “Live Blue and Yellow!”). Advertisers verbalize Ukrainian national colors, they urge consumers to a particular style of life. Short and catchy slogan helps to remember the brand. In a competitive environment «Semki» is one of the best recognizable brand of sunflower seeds. The yellow and blue campaign helps «Semki» reserve their place on the market.

Multinational brand «Persil» presents new outdoor advertising in Sumy. It is a laundry detergent made by Henkel which is quite popular in Ukraine. The image of Ukrainian blouse along with a bottle of detergent is represented on the one of Sumy citylights. The watchword is «Persil пишається бути серед найкращих» (English variant – “Persil prouids to be among the best”).

The slogan of the advertisement is: «Найкращі речі завжди в тренді. Як і Persil» (English variant – “Best Things are always in fashion, as well as Persil”). Due to this slogan «Persil» is high-quality and good commodity, it is «the best». As far as the bottle of it stands near the vyshyvanka, the positive meaning of national cloth affects «Persil».

As a result we can say that appeal to patriotism in the slogans of commercial advertising in Sumy has imperative request. Imperative slogans dictate their own conditions to the consumer. Thanks to the use of imperatives advertisers often achieve their main goal – to sell. Nevertheless, we discuss various examples of patriotic slogans. Emotional and categorical commercial advertising slogan should excite patriotic feelings in the target audience. Slogan is an essential part in advertisement, so use it effectively.

Literature:

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